

What is claimed is:

1. An electronic catalogue system for displaying on one screen a image of a commercial product and a image of an article for comparison which is for comparing a size with the commercial product and notifying a size, comprising:

reader for reading three-dimensional data of the commercial product and three-dimensional data of the article for comparison;

observation image generator for generating an observation image in which the commercial product and the article for comparison are located at predetermined positions based on the read three-dimensional data of the commercial product and three-dimensional data of the article for comparison; and

displaying device for displaying the generated observation image.

2. An electronic catalogue system according to claim1 further comprising:

designator for designating a rotation axis and an angle of rotation; and

rotating device for rotating the observation image based on the designated rotation axis and the designated angle of rotation.

3. An electronic catalogue system according to claim1 further comprising:

designator for designating a rotation axis and an angle

of rotation for each one of the commercial product and the article for comparison; and

rotating device for rotating the image the commercial product or the image of the article for comparison based on the designated rotation axis and the designated angle of rotation.

4. An electronic catalogue system according to claim1 further comprising:

dispose device for automatically selecting the article for comparison in accordance with a type and a size of the commercial product.

5. An electronic catalogue system according to claim1 further comprising:

article for comparison storing device for storing three-dimensional data of a plurality of articles for comparison; and

selector for selecting the three-dimensional data of one article for comparison from the article for comparison storing device,

wherein the reader read the three-dimensional data of the selected article for comparison.

6. An electronic catalogue system according to claim1 further comprising:

product storing device for storing a product information regarding features of the commercial product said product information is associated with the three-dimensional data of

the commercial product,

wherein the displaying device displays the observation image together with the product information which corresponds to the image of the commercial product which is included in the observation image.

7. A server used in an electronic catalogue system for displaying on one screen a image of a commercial product and a image of an article for comparison which is for comparing a size with the commercial product and notifying a size, the server comprising;

three-dimensional data storing device for storing three-dimensional data of the commercial product and three-dimensional data of the article for comparison;

image generator for generating the image of the commercial product and the image of the article for comparison based on the three-dimensional data of the commercial product and the three-dimensional data of the article for comparison stored in the three-dimensional data storing device; and

sender for sending the generated image of the commercial product and the generated image of the article for comparison.

8. A computer program for a terminal apparatus used in an electronic catalogue system for displaying on one screen a image of a commercial product and a image of an article for comparison which is for comparing a size with the commercial product and notifying a size, the computer program causing the

terminal apparatus to execute

reading three-dimensional data of the commercial product and three-dimensional data of the article for comparison,

generating an observation image in which the commercial product and the article for comparison are located at predetermined positions based on the read three-dimensional data of the commercial product and three-dimensional data of the article for comparison, and

displaying the generated observation image.

9. A computer program according to claim 8,

wherein the program is recorded on a computer readable recording medium.

10. A computer program for a terminal apparatus used in an electronic catalogue system for displaying a image of a commercial product on a screen, the computer program causing the terminal apparatus to execute

reading data which are for generating the image of the commercial product and data which are for generating a image of an article for comparison which is for comparing a size with the commercial product and notifying a size,

generating an observation image in which the commercial product and the article for comparison are located at predetermined positions based on respective the read data, and

changing a positional relationship between the commercial product and the article for comparison and updating the

observation image.

11. A computer program according to claim 10 further causing the terminal apparatus to execute

automatically selecting the article for comparison in accordance with a type and a size of the commercial product.

12. A computer program according to claim 10, wherein the program is recorded on a computer readable recording medium.

13. A computer program for a terminal apparatus used in an electronic catalogue system for displaying a image of a commercial product on a screen, the computer program causing the terminal apparatus to execute

reading data which are for generating a image of a first commercial product and a image of a second commercial product, and

generating an observation image in which the commercial products and a article for comparison are located at predetermined positions based on respective the read data.

14. A computer program according to claim 13, wherein the program is recorded on a computer readable recording medium.